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An Investment
in Post-War Prosperity
FOR THE SOUTH



SOUTHERN RAILWAY SYSTEM



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FOREWORD

The Southern Railway System has an abiding faith in the future of the territory it has been privileged to serve for more than half a century.

To publicly record this faith the Southern inaugurated a program of newspaper and magazine advertising in September, 1942. This advertising—some of which is reproduced in this booklet—is appearing in 406 Southern newspapers, in eight national business publications, and in 14 farm papers.

In these advertisements, the Southern is continuously telling the inspiring story of the Southland's tremendous contribution to the war effort . . . its amazing industrial, commercial and agricultural growth . . . its progressiveness . . . its wealth of natural resources, intelligent workers and dependable, economical transportation . . . and its bright future in the new world which will begin with Victory.

The telling of this story to a total audience of eleven million people every month represents, we sincerely believe, a substantial investment in post-war prosperity for the territory we serve.

Thus, even during the stress and strain of wartime, "The Southern Serves the South."

Your comments are cordially invited.

Ernest E. Harris

PRESIDENT

NATIONAL BUSINESS PUBLICATIONS

In widely-read magazines such as Newsweek, Nation's Business, U. S. News, and Business Week, the Southern is projecting into the post-war period the magnificent wartime achievements of the Southland today.

Observe the emphasis, in the advertisements which follow, on the Greater South which will surely emerge from the war . . . and the stirring admonition to "Look Ahead—Look South" for post-war opportunities.

Briefly, this advertising is designed to create nation-wide awareness of the South, and to suggest that consideration be given to this up-and-coming section of the country when making post-war plans.

By thus encouraging two and a half millions readers a month to "think South", the Southern frankly acknowledges that a railroad can prosper and progress only as the territory it serves prospers and progresses.

The train with no caboose

YOU HEAR its deep, friendly voice echoing through the mountains and the valleys of the Southland. You hear its powerful engine pounding through many a bustling city. You hear its eager clickety-clack as it weaves across fertile farmlands and greening pastures.

It's a freight train that never ends... with no last car... no caboose. It's the combined war-time freight haul of the Southern Railway System.

Day and night, this train hauls ore from the mines, oil from the wells, food from the fields and lumber from the forests. Day and night, it rushes bread and beef and bullets to America's fighting men. Day and night, it feeds American industry and sustains a nation grimly at work.

And when the war is over, this train with no caboose will still be humming over the rails of the Southern, proudly bearing the hard-won fruits of Victory.

For then another *new* South will have been born... a richer, greater, South... ready with new plants,

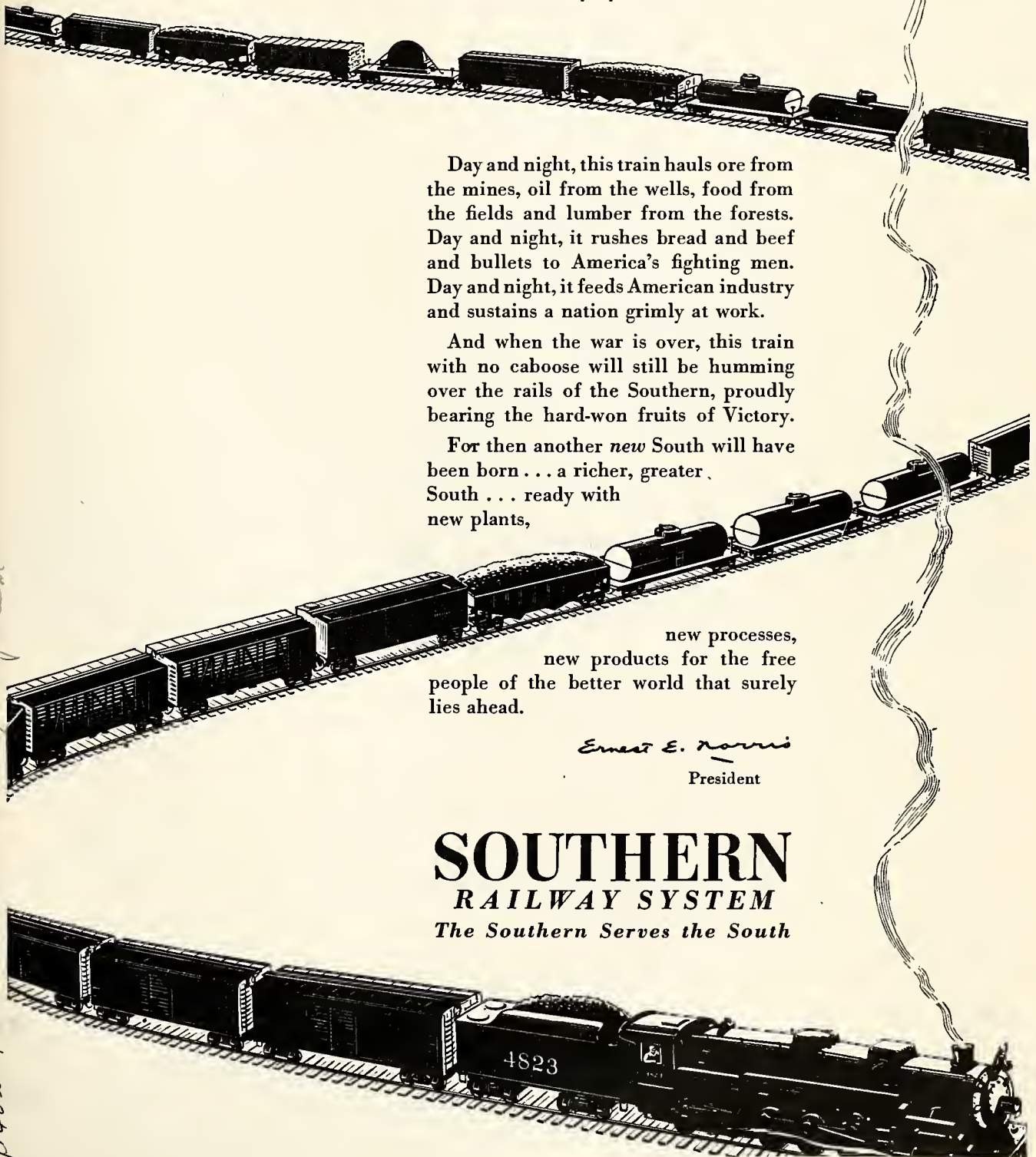
new processes,
new products for the free
people of the better world that surely
lies ahead.

Ernest E. Harris
President

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South

p40229 Southern Railway System



THIS WHITE FLAG MEANS *FIGHT!*



The headlight of a troop train stabs through the blackness of a southern night...white flags flying.

A fast freight snakes its way through the southern foothills...white flags flying.

White flags of surrender? Not these flags! These white flags mark an "extra" train. These white flags mean troops are moving, war freight is rolling. These white flags mean *fight!*

Today, the Southern Railway System is flying more white flags than ever before. Extra trains by the hundreds are rolling along to help move men, supplies, materials of war.

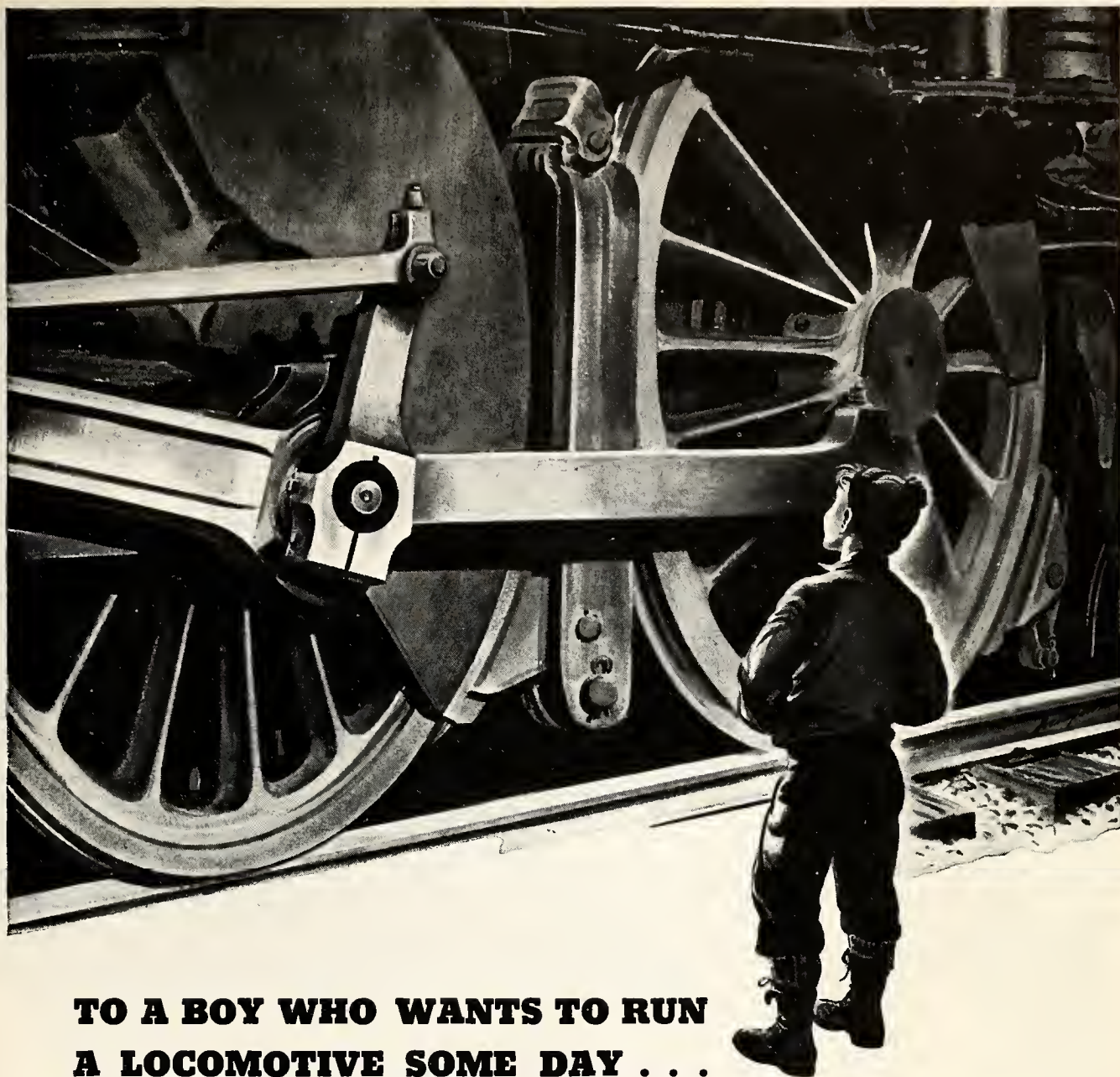
Tomorrow, when free men in a free world have won their Victory, these "extra" trains of

the Southern will carry a different kind of freight...rich foodstuffs and great crops from the Southland's fertile farms and fields...cheaper, better products of manufacture from the *new* South's modern industries.

This is the vision of the men and women of the Southern...who see in the white flags flying today the promise of a better tomorrow.

Ernest E. Harris
President

SOUTHERN RAILWAY SYSTEM
The Southern Serves the South



TO A BOY WHO WANTS TO RUN A LOCOMOTIVE SOME DAY . . .

SURE you can be an engineer when you grow up! Or a policeman or a doctor or anything else you want to be.

Because you're going to live in a *free* world, son . . . where a fellow can work at what he likes, live where he wants, go to church when and where he pleases.

Day and night, powerful locomotives on the Southern Railway are working to make this better world for you . . . hauling train after train of fighting freight and fighting men toward the battle fronts of Freedom.

And when Victory is won, these mighty "en-

gines of war" will be enlisted by the Southern to help win the Peace, too! Then they will haul textiles from the South's modern mills to clothe a war-worn nation . . . food from fertile South-land fields to feed and nourish all free men.

They will haul paper and pulp, coal and cotton, oil and ore . . . all the riches of a great *new* South that will help make this victorious nation a place where *your* boys and girls can grow up in peace and freedom.

Ernest E. Harris
President

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



Sinews of the South

Long before the war, the South had been showing its imposing strength. But that was only the beginning...

After the war, the South will take a leading part in the new world that will open up...a more abundant world made possible by today's remarkable scientific advances...a world of plastics, synthetics, new fabrics and new products.

The southern states are notably rich in the natural resources needed by tomorrow's technology. Southern timber, agricultural products, chemicals and minerals are exactly those required for the new processes.

Reaching into every part of the South, the great network of the Southern Railway System ties farm and forest and factory together into a compact industrial unit. Resources, labor, industry...and ready transportation...these are the strength of the South.

Today, the busy trains of the Southern haul troops and war materials. Tomorrow, these trains will keep busy serving the new world.

Look ahead...look South.

Ernest E. Harris
President

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



“...and one to grow on!”

In a few minutes, this sturdy section of rail will take its place in the track of the Southern Railway System.

Over it will roll millions of heavy steel wheels . . . the wheels of troop trains, tank cars, fast freights . . . wheels that are rolling night and day to help America win the war.

And when final Victory has been won, there will be another important job for this rail to do. For on it the Southern Railway will haul the bounty of a great and growing Southland . . .

A Southland growing in industrial might . . . where tons on tons of raw

materials will move to modern industries for processing and manufacture.

A Southland growing in technical skill . . . with hundreds of new and better products, born in Southern research laboratories.

A Southland of food and timber and plastics and textiles . . . that will flow on the tracks of the Southern to strengthen and enrich a victorious nation.

This rail, then, is one for the South to “grow on”!

Ernest E. Harris
President

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



War Plant

Southern cotton is fine . . . for sheets and towels and little girls' dresses.

It's fine, too . . . for the smokeless powder used in shells and bullets . . . for tents and machine gun belts and uniforms . . . for more than 11,000 different products in U. S. Army specifications.

But cotton is just one of the many vital products which the Southland is contributing to help win the war. There's coal and oil and steel. Timber and aluminum. Food and chemicals. And they all ride to war in the freight trains of the Southern Railway System.

The men and women of the Southern know that this fighting freight is potent poison to America's enemies. So they bring a fighter's devotion to their jobs.

A fast freight schedule is set up . . . then someone figures a way to make it faster.

Every freight train is loaded to the limit . . . then someone finds a way to raise the limit.

Repairs are made in record time . . . then someone proceeds to break the record.

This ability and ingenuity, invaluable in time of war, will be a rich asset to the South in peacetime. For these men and women of the Southern Railway will carry the goods of the New South . . . with the same energy and efficiency with which they now rush fighting freight to war.

Ernest E. Harris
President

"Look Ahead . . . Look South"

SOUTHERN RAILWAY SYSTEM

The Southern Serves the South

"I never thought the time would come..."

I never thought the time would come when it would be appropriate for me to say:

"Please don't ride on a Southern Railway train this summer—unless you conscientiously believe that your trip is necessary."

But that time has come... an inescapable by-product of our Nation's fight for Victory!

You see, the Southern serves the South—and the South is serving the Nation as the location of many important war industries going at top speed and more than half of all the larger training camps and military establishments in the country.

This means simply that our passenger facilities this summer will undoubtedly be strained to the limit.

Many of our passenger cars and locomotives will be assigned to troop movements.

Our regular trains and our stations are bound to be literally jammed with men and women in uniform, traveling under orders and on fur-

lough, and civilians traveling in connection with war work.

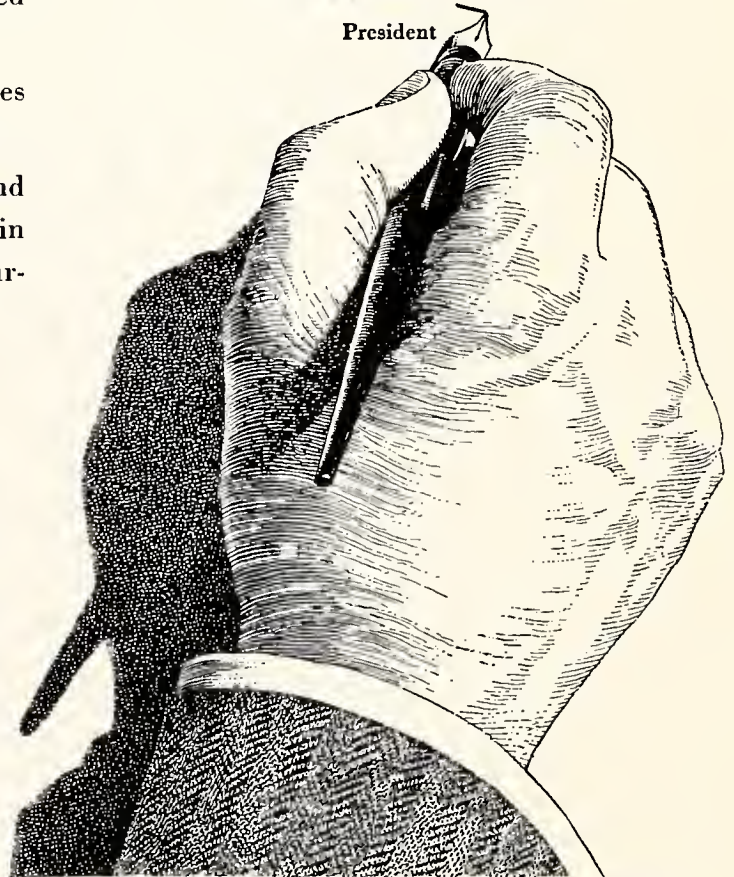
We're going to do our level best to handle this heavy load, including those civilians who conscientiously believe that they must travel.

But, until our trains and stations are no longer over-crowded by essential travel, we hope that you will patriotically forego all unnecessary travel over our lines.

I never thought the time would come... but it's here... and I know that we can rely on your cooperation and understanding.

Ernest E. Harris

President



SOUTHERN RAILWAY SYSTEM

The Southern Serves the South

FINANCIAL AND OTHER PUBLICATIONS

Advertisements similar to those on the following pages have appeared in financial and other publications, including the New York Journal of Commerce, The Wall Street Journal and Barron's.

Readers of these important publications — manufacturers, industrialists, financiers and others — are told, pointblank, that the Southland has the answer to the vital problem of producing and distributing at cost levels fitted to America's post-war economy.

Specific advantages are also cited — favorable geographic location, excellent climate, raw materials, natural resources, intelligent native-born workers, and adequate, dependable rail transportation to the great consuming centers of the nation.



THIS WAR CAN'T LAST FOREVER!

SOMEDAY the world will regain its sanity. Someday peace will return to strife-sickened peoples. Someday the deafening pandemonium of war will fade into a terrifying stillness. Then what?

Then will come the painful re-adjustment of people and industry and agriculture; the shift of the world from a war-time to a peace-time economy.

Then will come trying days for American industry; days when every minute factor that enters into the cost of production and distribution must be wisely weighed and wisely employed by every industry that wills to live.

Then will come a new era for the Southland. For in the states served by the Southern Railway System, industry will find the answer to the vital problem of producing and distributing at cost levels fitted to America's post-war economy.

There, under sunny Southern skies, industry will find inexhaustible stores of raw materials; natural resources yet to be tapped; skilled native-born labor; adequate, dependable rail transportation linking with fast service the producing areas of the South and the great consuming markets of the East and Mid-West.

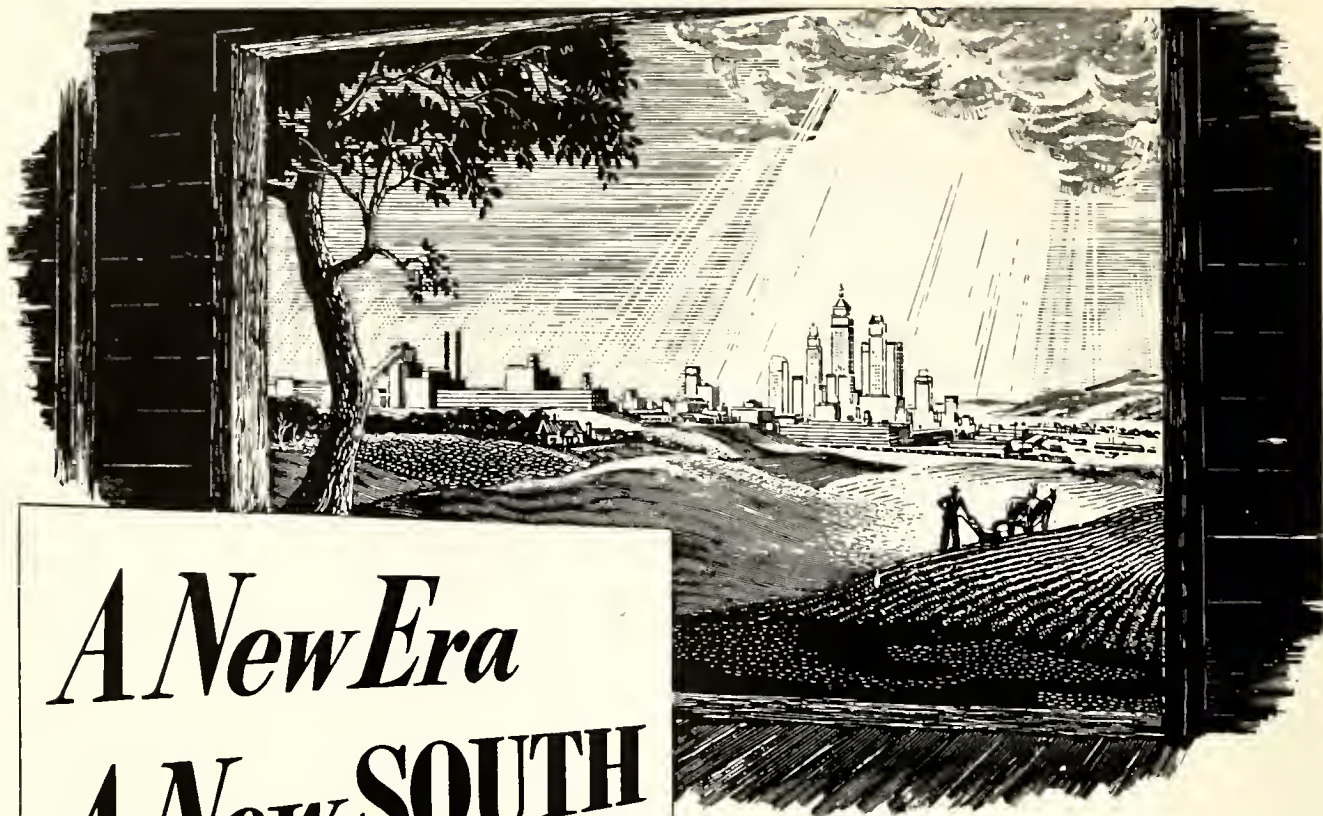
These are all factors that mean much to the manufacturer and distributor today. They will mean infinitely more when "on earth peace, good-will toward men" is finally re-established as the foundation stone of national and international relations.

And when that day comes, the Southern Railway System will be ready — ready with the best in transportation services; ready to work hand in hand with Southern industry in the building of a brighter, happier world — because then, as now and for the past half century, the "Southern Serves the South."



SOUTHERN

RAILWAY  **SYSTEM**



A New Era *A New* SOUTH

On Victory Day, America will step across the threshold of the radiant new world which is beckoning even now through the shadows of war.

Then a new era will begin . . . an era with all the challenge, all the limitless opportunities, all the infinite possibilities of a new frontier . . . an era in which America will surge upward to even greater heights under the stimulus of private enterprise and the initiative and daring of free American industry.

In this bright new era, Southern textile manufacturers will enjoy the advantage of favorable geographical location . . . a factor which will enable them to produce and distribute economically and to make the most of their new opportunities.

For, in the Southland, textile manufacturers will be close to raw materials. They will have adequate and cheap fuel and power. They will have an ample reservoir of capable, native-born workers. And they will have the Southern Railway System to provide economical, dependable transportation to the consuming centers of the East and Mid-West.

With these important advantages, textile manufacturers in the states served by the Southern Railway System will harvest the rich rewards of foresight and advance planning.

Look ahead---Look South!

RICHARD W. WIRT, *Assistant Vice-President*
In charge of Industrial and Agricultural Development
Washington, D. C.

SOUTHERN RAILWAY SYSTEM
The Southern Serves the South

Look Ahead...

LOOK SOUTH

Before us today lies the all-important job of winning the war. To that vital task all America is devoting its energies. And that is as it should be. For Victory comes first.

But some day — soon, we may hope — Victory will be won. Then the dark clouds of war will turn inside out to reveal their silver linings... a new and a greater era for the world and for all mankind.

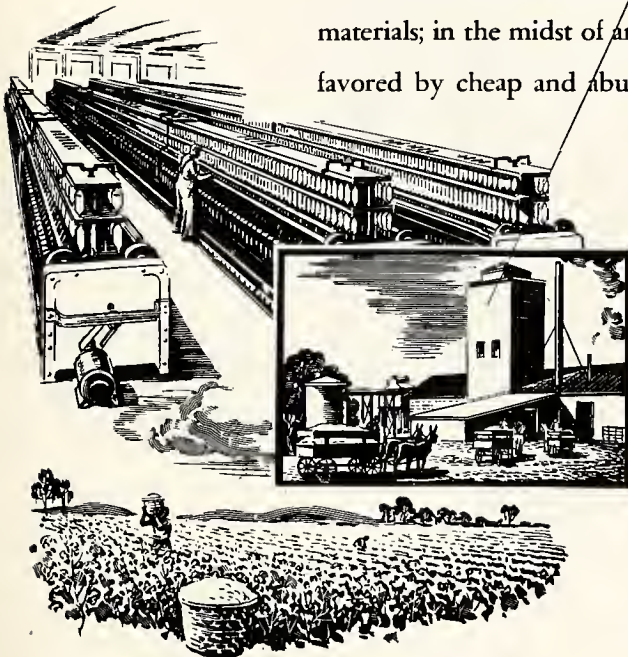
It will be an era rich in new opportunities and new growth... particularly for those textile manufacturers who had the foresight to look ahead and to see the possibilities of the new and greater Southland which will emerge from the war.

Here, under Southern skies, the textile industry will be close to its raw materials; in the midst of an adequate supply of intelligent native-born workers; favored by cheap and abundant fuel and power; and served by the Southern Railway System's dependable, fast transportation to the great consuming sections of the nation.

Thus here, in the states served by the Southern Railway System, it will be possible to manufacture and distribute at cost levels which will be geared to America's post-war economy.

Look Ahead — Look South!

RICHARD W. WIRT, *Assistant Vice-President*
In charge of Industrial and Agricultural Development
Washington, D. C.



SOUTHERN RAILWAY SYSTEM

The Southern Serves the South



We're Learning



... the hard way!

WAR is a tough school. But someday school will be out. Someday final Victory will be won. And on that bright day the Southern Railway System will enter upon a new era of usefulness to the South it has served so well for more than half a century.

Under the urgent, exacting demands of war, the officers and employees of the Southern are learning . . . the hard way . . . how to get more service out of our cars and locomotives, our tracks, our facilities . . . yes, even out of ourselves.

We are learning . . . since necessity is the mother of invention . . . how to do more with less.

We are learning how to save things; how to simplify our operations; how to conserve time; how to work smoothly and efficiently with our partners in this business of transportation . . . with the government, with the shippers and receivers of freight, and with the patrons who ride our trains.

We are learning . . . the hard way . . . how to do our job better.

That's why, when Victory has been won, there will be a better Southern Railway System to better serve the new South that is expanding so tremendously under the stimulus of war . . . commercially, industrially and agriculturally.

That's why we say: Look ahead . . . look South.

Ernest E. Harris

—
PRESIDENT

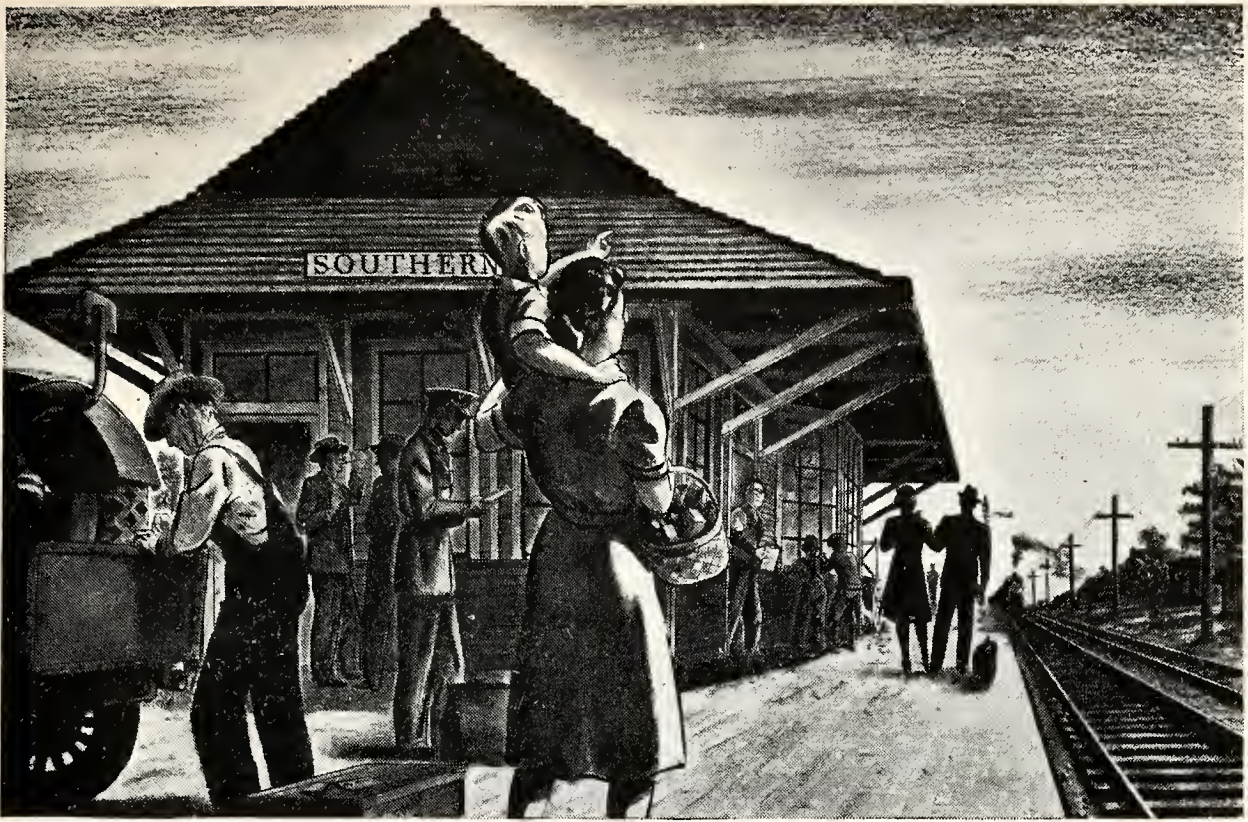
SOUTHERN RAILWAY SYSTEM

FARM PUBLICATIONS

Agricultural products are vital to Victory, and the fertile Southland is producing them in huge volume.

The railroad's farm paper advertising stresses the importance of Southern agriculture in the war effort; the mighty blows that Southern farmers are striking for freedom; the interdependence of agriculture and the railroads; and the leading part that both will play . . . together . . . in the building of a better and a greater Southland when the war is won.

The Southern Railway welcomes this opportunity to pay tribute to the essential job that Southern farmers are doing — in advertisements appearing in farm publications having a combined circulation of more than two and a half million copies each month.



G. H. Q.

To the boys in the Army, "G. H. Q." means General Headquarters. But to the folks back home on the farm, "G. H. Q." means that nerve center of every agricultural community . . . the small-town railroad station.

It's here, at the railroad station, that you see Johnny coming back from camp to surprise his folks . . . and the Browns, off to visit their son at the naval training station.

There's Jim, the postman, waiting for his bundle of mail . . . Aunt Mary with a huge basket of goodies for her sister's children.

And, down near the freight end of the platform, you'll find George helping to unload that new tractor of his . . . and Tom, with another load of hogs for the market.

It's here that you see and hear . . . and feel . . . the pulse-beat of rural America. It's here that you sense the quiet strength of the American farmer. It's here that

you can learn of his great contribution to the war effort.

And it's here, at any Southern station, that you get a new appreciation of the full meaning of that famous old slogan, "The Southern Serves the South."

To millions of farmers in the South, the Southern is the "main line" to market . . . the dependable steel highway that carries to the world the crops they produce and brings back the things they buy . . . their partner in the business of farming.

Today, at hundreds of small railroad stations on the Southern, you will find the farmer and the railroader working together . . . each doing his utmost to help the other to back up the boys at the front, to speed Victory, and to create a new and better world. For this is the "G. H. Q." of a new and Greater South.

Ernest E. Harris

PRESIDENT.



SOUTHERN Railway System



FURROWS for FREEDOM

To a thousand horizons stretch the straight furrows of the Southern farmer and the sturdy steel rails of the Southern Railway System.

They're all furrows for Freedom . . . furrows in which the seeds of Victory are being sown. For agricultural products and railroad transportation are powerful weapons of war.

That's why the men and women of the Southern say to the farmers who are toiling to make the fertile Southland produce as never before . . .

"Whatever your acres yield, we will carry

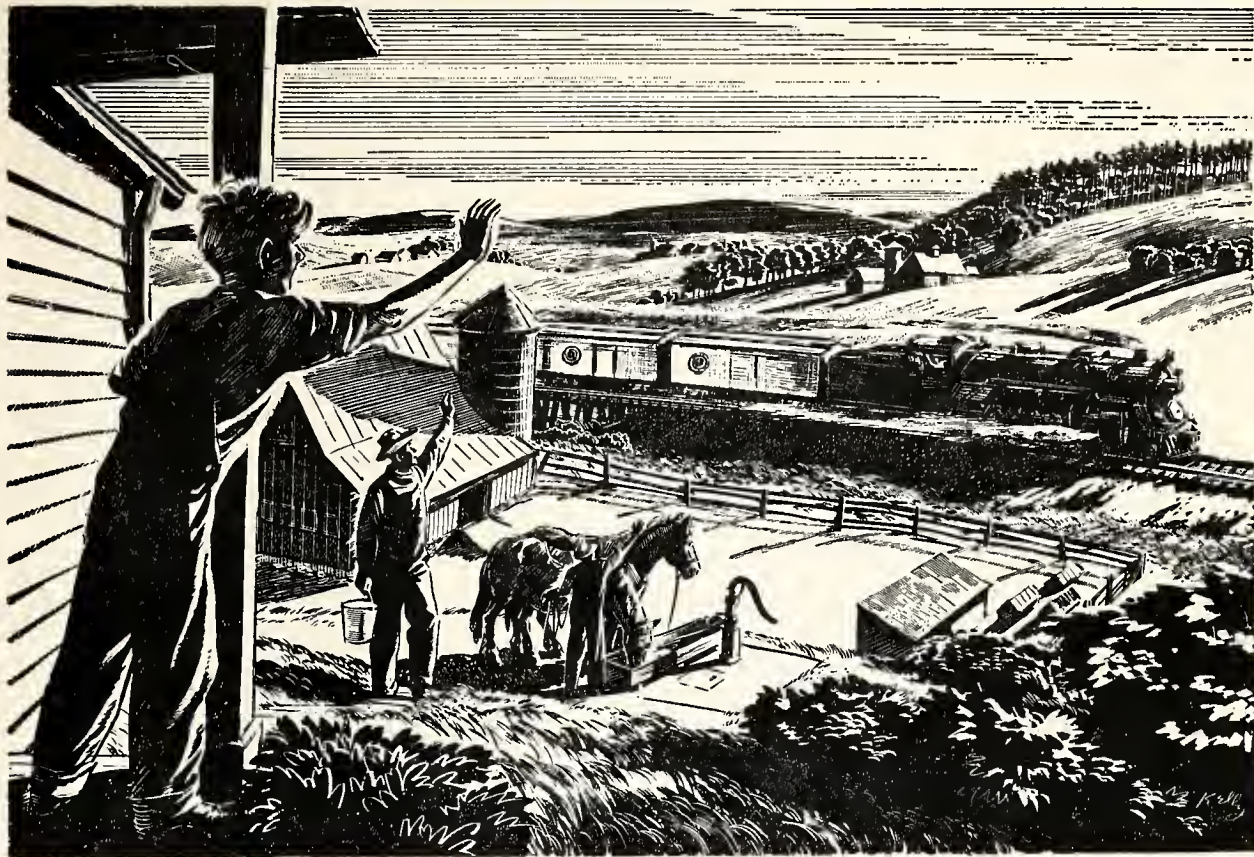
it to the great industrial centers; to army camps, naval stations, ports . . . to wherever it is needed to sustain a nation at war."

For these furrows point straight to Victory; to peace and Freedom for all mankind; to a new era for Southern agriculture; to a brighter, happier world in which Southern farmers and the Southern Railway System will keep right on working together to build a better and a greater South.

Ernest E. Harris

PRESIDENT.

SOUTHERN
Railway  **System**



SALUTE... American Style

A friendly wave . . . that's the traditional salute between Southern farmers and the men who run the trains on the Southern Railway System.

It's an American-style salute . . . a spontaneous gesture . . . a warm greeting that can be exchanged only by free men.

And that's the way it's going to be for all time to come. For that is the will of every American . . . those on the fighting fronts . . . those who produce the food, the weapons, the materials and the supplies . . . and those who provide the transportation service without which neither victory nor freedom can be ours.

Today, the fertile Southland is producing as it has never produced before.

Today, the Southern Railway System is hauling a greater volume of agricultural products than it has ever hauled before.

Together, they're performing miracles . . . these Southern farmers and the men and women of the Southern Railway System.

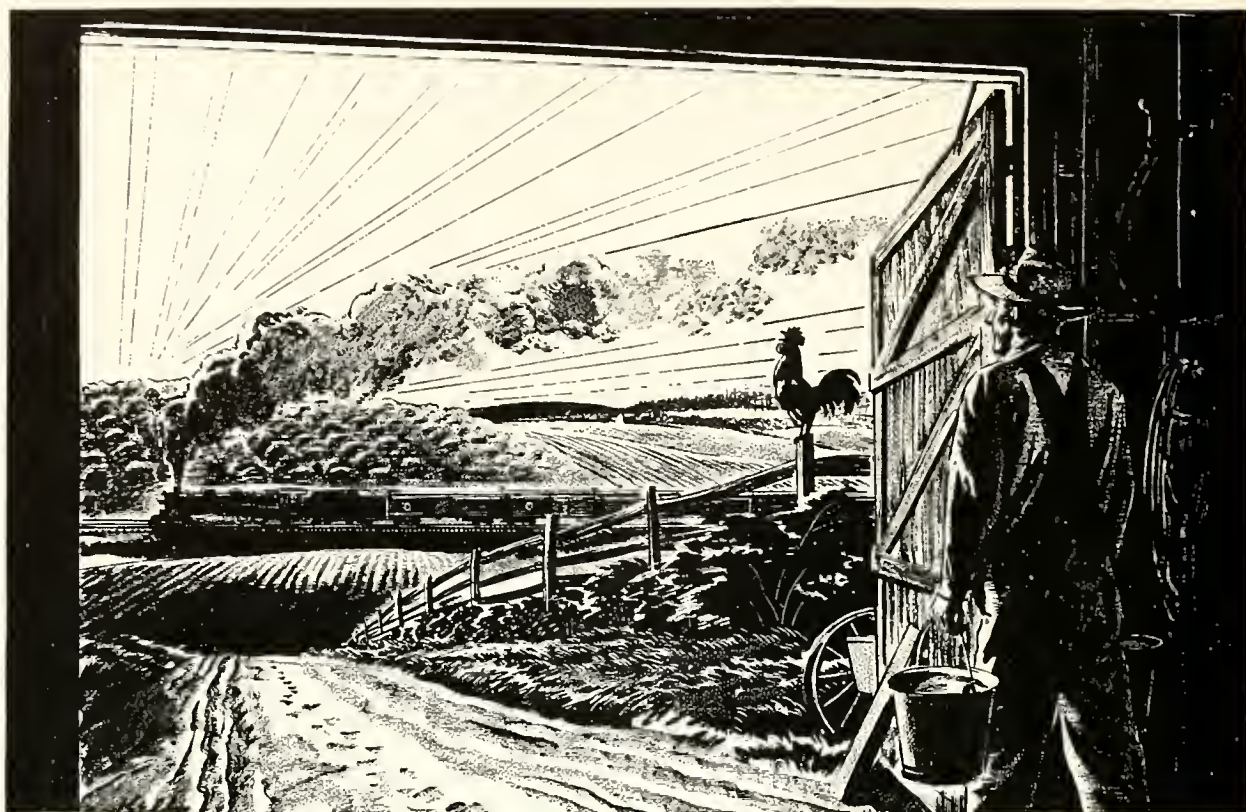
And together they're learning, from the heartaches and hardships of war, how necessary they are to each other . . . to the building of the New and Greater South which will surely spring from this war . . . and to the preservation of their precious privilege, as free men, to salute each other American-style—with a friendly wave of the hand.

Ernest E. Harris

PRESIDENT.

S O U T H E R N
Railway System





A NEW DAY

THE sun peaks over the edge of the orchard and tips the world with gold . . .

A rooster on the barnyard fence flaps his wings and challenges the dawn . . .

The deep voice of a locomotive echoes and re-echoes through the hills . . .

And the light of the morning sun reveals two good reasons why Victory will surely be ours . . .

The fertile fields of the sunny Southland and . . .

The mass transportation service symbolized by the thundering freight trains of the Southern Railway System.

Farmers are growing the food and the other agricultural products needed to sustain a civilization fighting for its life.

The men and women of the Southern are hauling these agricultural products . . . swiftly, safely, economically . . . day and night . . . in ever-increasing volume . . . wherever and whenever they are needed.

Together, farmers and railroaders form a partnership that is playing a vital part in the winning of the war.

Together, when the day of Victory dawns, these partners will turn gratefully to the task of building a new and a better Southland.

Ernest E. Harris

PRESIDENT

SOUTHERN RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH



BATTLE-WAGONS

THEY don't bristle with guns like Uncle Sam's battleships . . . but this farm truck and this railway freight car are "battle-wagons" just the same.

They're the "battle-wagons" of Southern farmers.

They're the "battle-wagons" of the men and women of the Southern Railway System.

And the weapons they carry are America's mightiest . . . food and the great crops of the South.

Throughout the Southland, farmers are delivering load after load of food and other agricultural products to railroad stations and sidings.

Throughout the Southland, the Southern Railway System is speeding the products of Southern farms . . . quickly, safely, and in huge volume . . . to training camps, sea-ports, and industrial centers.

Together, these "battle-wagons" are playing highly important parts in America's fight for Victory.

Together, they will play equally important parts in the building of a New and a Greater Southland . . . when Victory comes.

Ernest E. Harris

PRESIDENT

SOUTHERN RAILWAY SYSTEM

THE SOUTHERN SERVES THE SOUTH

DAILY AND WEEKLY NEWSPAPERS

Advertisements in 406 on-line daily and weekly newspapers tell what the Southern, and the men and women who *are* the Southern, are doing to help win the war.

This story is told with pardonable pride, because — for size and urgency — the Southern's wartime transportation job is without parallel in all its long history.

But pride is not the only reason.

It is felt that the people in the territory served by the Southern are entitled to know what their railroad is doing, how well it is doing it, and what it will be able to contribute toward the building of a Greater South after the war.

"I never saw the likes of it!"

YES, Bill has been guarding that crossing for a good many years now... and never before has he seen the likes of the transportation job the Southern Railway is doing today.

You see, when America declared war, the men and women of the Southern knew that they would be up against the biggest, most important job they had ever tackled.

They know now that millions of fighting men are counting on them to keep enormous quantities of war goods rolling.

They know now that Uncle Sam is depending on them to move troops by the millions... swiftly, safely, at a moment's notice.

They know now that gas-and-tire-rationed civilians are looking to them to handle essential civilian travel and the transportation of civilian necessities.

It's a big, tough job... chock-full of headaches and

heartaches. But the Southern's men and women are *getting it done!*

That's why full-packed trains are rumbling by Bill's post at the crossing in an endless procession... carrying freight and passengers in a volume that amazes even railroaders.

What's more, the trains that are heavy with war traffic today will keep on rolling after Victory is won. For then the Southern Railway will be serving a *new* and a greater South... a busy, prosperous Southland.

And Bill will still be saying, "I never saw the likes of it!"

Ernest E. Harris
President

SOUTHERN RAILWAY SYSTEM





RAYS OF HOPE

ALL night long, light streams from the windows of a railroad station...like friendly rays of hope in a darkened world. For this is the night watch on the Southern Railway System.

It's quiet...for a moment. But only for a moment.

Soon a headlight will pierce the darkness. Soon another troop train will come thundering by. Or another train of oil and coal cars. Or another fast Southern freight, loaded with guns and tanks and food and tools of war.

Then a proud smile will light the face of the railroad man on the night watch. For he knows that the trains rushing by in increasing numbers are carrying *fighting freight and fighting men* toward certain Victory... toward a Victory to which he and his co-workers on

the Southern Railway are making mighty contributions.

And when the war is won, these men and women of the Southern will do another great job. For then the South will enter a new era of growth and opportunity.

Its already mighty industry will grow by leaps and bounds. New products will come from its farms and mines and forests. Its cities and ports will throb with the ever-expanding commerce of a free world.

Thus, in the rays of light streaming from a railroad station at night, we see the promise of a happier tomorrow...the certainty of a new and greater Southland.

Ernest C. Norris
President

SOUTHERN RAILWAY SYSTEM





FAN MAIL

This is a new kind of fan mail. It's addressed to America's Man of the Hour...to the man in uniform.

Brave letters from Mom and Dad...scrawled notes from Sis...envious banter from the kid brother...soft, sweet whispers from the girl who waits.

Fan mail...weighted with inspiration and encouragement and love...sealed with silent, fervent prayers...voicing sturdy confidence in Victory and echoing a nation's swelling hymn of hope for a happier world.

The men and women of the Southern Railway System know what this mail from home means to a fighting man.

That's why we are so proud to handle it. That's why we keep it moving, day and night...regardless

of its ever-increasing volume...regardless of the thousand and one difficulties a railroad faces in time of war.

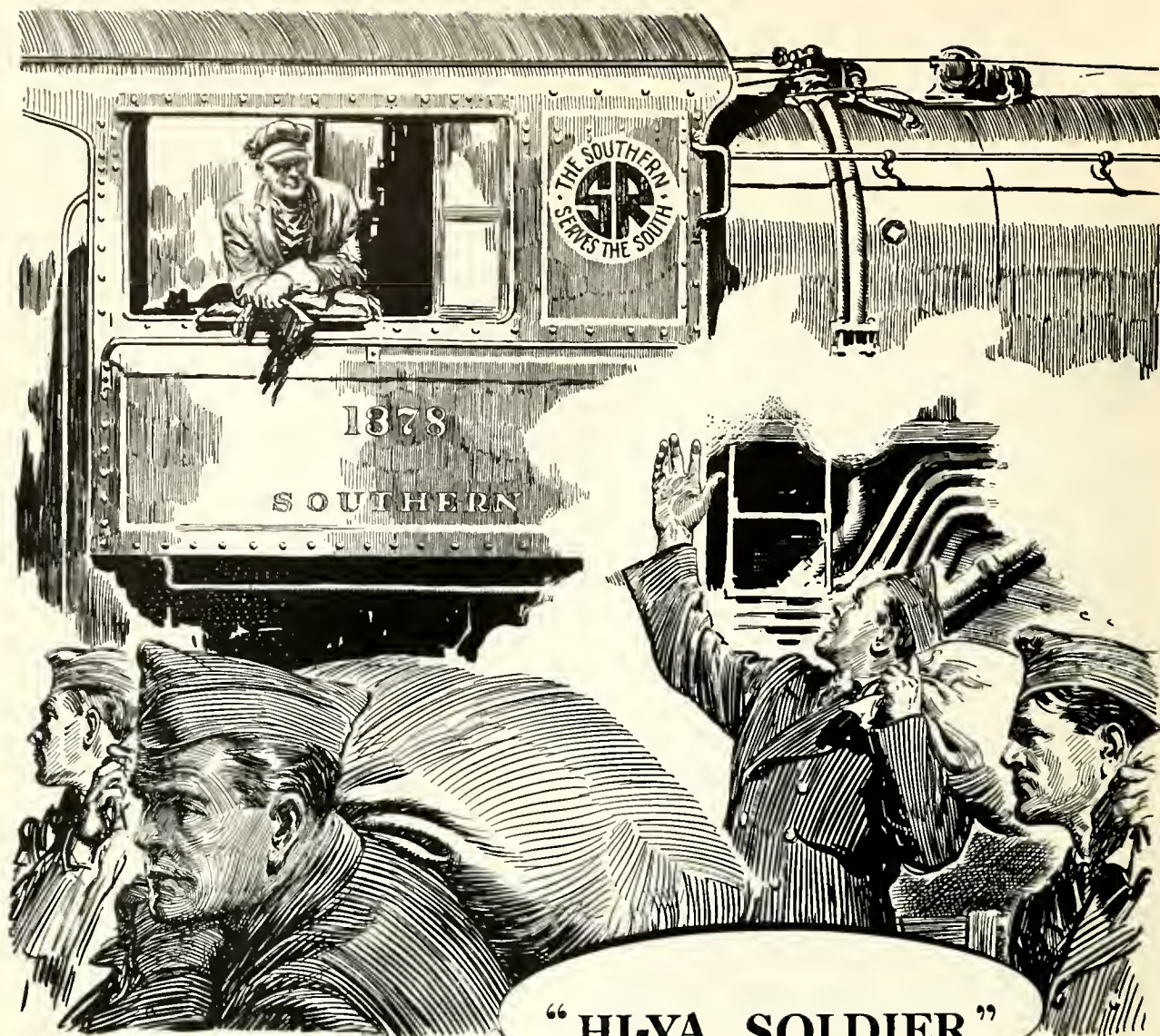
We know, too, that the same faith and hope and courage which today enrich the fan mail of America's fighting men, will tomorrow inspire a *new* and a greater Southland.

That's why we're preparing today for the job we'll have to do when Victory has been won; the job of handling the travel and the commerce of the New South with the same impressive efficiency that is today speeding troops and war freight—and the fan mail of the nation's fighting forces.

Ernest E. Norris
President

SOUTHERN RAILWAY SYSTEM





“HI-YA, SOLDIER”

It made Jim feel mighty proud when that youngster looked up at the cab window and called out, “Hi-Ya, Soldier!”

You see, Jim fought in France in the last war . . . before many of the boys who are fighting this war were born.

Today, Jim's a locomotive engineer . . . been with the Southern Railway System ever since he came back home in 1919.

Then Pearl Harbor . . . and Jim began to feel uneasy. Wondered if he shouldn't get back in uniform again.

But he doesn't feel that way now. That comradely “Hi-Ya, Soldier!” cleared up a lot of things that were troubling Jim. For it made him realize that he is a soldier! In this war, too!

He remembers that tanks and ships can't be built, or

guns and planes roll off the production line . . . *without railroad transportation.*

He knows that fighting men would be hungry and cold and helpless . . . *without railroad transportation.*

He knows that there would never be enough of anything, where it is wanted, when it is needed . . . *without railroad transportation.*

So Jim, and all the other men and women of the Southern Railway System, are “good soldiers” . . . doing their bit by keeping the wheels rolling under the heaviest transportation load in history.

Their fight is the vital Battle of Transportation . . . and they're keeping the tracks clear for Victory!

Ernest E. Norris
President



SOUTHERN RAILWAY SYSTEM



“I’m tired tonight —and I’m proud of it!”

Yes, Tom is going home tired tonight . . . just like last night . . . and the night before. Tired and proud!

You see, Tom is a typical member of the Southern Railway Family. And when America was plunged into war, something happened to him . . . and to the forty-two thousand men and women who make up this family.

Overnight, every Southern railroader became a soldier . . . every Southern car and locomotive became a weapon of war . . . every transportation job, a chance to hasten America's day of final Victory.

Since Pearl Harbor, this mighty army has struck many powerful blows for freedom . . . by keeping the wheels rolling under the biggest transportation load in all the long history of the Southern Railway System.

Rain and shine, day and night, troop trains and war freight . . . tank cars and passenger trains . . . are rolling continuously and swiftly on the Southern.

It's a big job . . . a tough job . . . a vital job. But it's being done . . . and done right!

That's why Tom and the other men and women of the Southern are tired when they go home from the job these days . . . and “proud of it.”

They're proud, too, because they know that the work they are doing so well today is paving the way for the new and greater Southland that lies beyond the Victory they're helping to win.

Ernest E. Norris
President

SOUTHERN RAILWAY SYSTEM





THE BOSS

He's pretty young to be running things . . . but that's what he's doing these days!

Everybody's working for him. You are. We are.

For him, the officers and employees of the Southern Railway clear the tracks for troop trains speeding to secret destinations.

For him, we push fast freights through on record-breaking schedules.

For him, we keep locomotives and cars and track in tip-top shape.

Yes . . . our No. 1 job today is to help feed and clothe and arm and transport America's fighting forces.

And the forty-two thousand men and women of the Southern Railway System are proudly doing

this job. Doing it right, too . . . for we know what "The Boss" is doing for us.

In appreciation, we're giving him first call on all the equipment and services of the Southern.

In appreciation, we're putting everything we have—all our skill and determination and energy—into the job of keeping the wheels rolling under the heaviest, most important transportation load in all the long history of the Southern.

And that's the way it's going to be until "The Boss" comes marching home!

Ernest E. Norris
President



SOUTHERN RAILWAY SYSTEM

FOR “THE BOSS”

That smiling young fellow on the opposite page—“The Boss”—now has first call on all available railroad passenger equipment.

To take care of his travel needs, it has been necessary to ask civilians not to ride the trains unless they conscientiously believe that their trip is necessary; to tell them how they can cooperate with the railroad when they do have to travel; and to ask for their friendly understanding if train travel today isn't up to its usual high standard.

Recent newspaper advertisements and posters on this subject are reproduced on the following pages.

WAR TIME TRAVEL TIP



Don't linger IN THE DINER

For years, the Southern Railway System had ample accommodations for its patrons to dine comfortably and leisurely.

But, today, we're serving more than twice as many meals in our dining cars as we did last year. So, because new dining cars are on the "can't get" list, our present diners must now do double duty, and it's difficult to serve everyone within the normal meal period.

For the duration, therefore, it will be appreciated if, when you finish dining, you will give a waiting fellow-passenger your place, promptly.

Thank you!

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

WAR TIME TRAVEL TIP



KEEP SMILING *Please!*

The railroads are doing their best to "meet to the full the demands of commerce and the needs of national defense."

We know that, in this great national emergency, you want the railroads to do as they are doing to put the "needs of national defense" ahead of the "demands of commerce."

So — if railroad passenger service isn't always up to par and you experience inconvenience, or you don't get the accommodations you want — remember, it's wartime and "keep smiling, please!"

Thank you.

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

WAR TIME TRAVEL TIP



Buy YOUR TICKETS EARLY!

If you know that you must take a train trip, be an "early bird" and buy your tickets as soon as you can.

By getting your tickets as far in advance of your leaving date as possible, you have a better chance to get the accommodations you want — and you avoid the last minute rush at the ticket window.

Better yet — buy a round-trip ticket. It costs less, and saves time at both ends of the trip, both for you and for the ticket seller.

And if you can't get the accommodations you want — please remember that this is wartime and that the railroads are putting Uncle Sam's transportation needs first.

Thank you!

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

WAR TIME TRAVEL TIP



Cancel PROMPTLY!

So now your train trip is called off.

Then how about cancelling immediately those reservations you hold?

Remember, this is wartime and space on passenger trains is precious. Your unused reservation may be needed by someone else for an important trip on war business.

If your travel plans should be altered, you're helping the war effort — and the other fellow — when you cancel reservations promptly!

Thank you!

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

WAR TIME TRAVEL TIP



Consult YOUR LOCAL PASSENGER REPRESENTATIVE or AGENT

Like everything else, train travel in wartime isn't "what it used to be."

That's why it's wise, nowadays, to consult your local Southern Railway System passenger representative or agent *before* you travel. He will aid you in selecting the most direct route, making reservations, getting tickets in advance — and he will tell you what day of the week is best for travel.

With so much of the railroads' passenger equipment devoted to the vital transportation needs of the armed forces and the war industries, your cheerful cooperation will help the railroads to give you the best service it's possible to give under wartime conditions.

Thank you!

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

WAR TIME TRAVEL TIP



PLAN YOUR TRIPS *in advance!*

In wartime, Uncle Sam's fighting men must have first call on railroad passenger service.

Travel-wise civilians know that passenger cars are crowded. So, when they must travel, they get complete information about train schedules *in advance*.

In this way, they save time, get better service, and avoid disappointment.

In this way they aid the war effort — because advance planning enables the railroads to make the most efficient use of all available passenger equipment.

Next time — plan your trip in advance. The Southern Railway System's passenger representatives will be glad to help.

Thank you!

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

WAR TIME TRAVEL TIP



Get to the STATION EARLY!

Railroad passenger stations are busy places these days.

There are more travelers — soldiers and sailors on furlough, business men on war work, and civilians conserving gas and tires. Just before train time you'll find every station a beehive of activity — with ticket agents and baggage room attendants striving to take care of passengers who couldn't avoid making last-minute arrangements.

Under these conditions, some delay is unavoidable. That's why it's a good idea to allow yourself plenty of time at the station. You won't feel rushed, slight inconveniences will be less likely to cause irritation, and your journey will start on a pleasant note. Then too, you will have time to marvel at the swift efficiency of wartime railroading.

Thank you!

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

WAR TIME TRAVEL TIP



TRAVEL LIGHT!

Time was — and not long ago — when there was plenty of room in railroad passenger cars for luggage. But not now!

Today, space is at a premium — what with heavy troop movements reducing the number of cars available for civilian travel, and more and more gas and tire-saving citizens riding in the cars that are available.

So it's only fair to tell you that you'll have a more comfortable train trip if you travel "light" — checking through to destination all personal baggage not actually needed in the passenger car.

And by traveling "light" you also help your country's war effort, because you are making more room for others who must travel on war business.

Thank you!

Monroe and insert name, address and telephone of Passenger Representative or local agent.

**SOUTHERN
RAILWAY SYSTEM**

"It's good to have you home for Christmas, son"

This Christmas is going to be brighter for thousands of mothers because their sons in the service came home for the holidays.

Other mothers will be traveling by train to visit their boys in camp.

Soldiers, sailors, marines... parents, wives, sweethearts... all must use our regular trains... for Uncle Sam says, holiday or no holiday, we can't run extra trains or sections for civilian travel. That means crowded trains, at best.

So... before you plan to travel by train during the holidays, ask yourself this question: "Which is most important, my trip or theirs?"

If your answer is "theirs, of course"... and if you postpone your trip, you will know that you have helped someone to say: "It's good to have you home for Christmas, son."

SOUTHERN RAILWAY SYSTEM



"You bet there's room for YOU!"

THIS year, the railroads just won't have enough equipment to carry in comfort all those who *must* travel on war business... and take care of holiday "travel as usual," too. But one thing's sure!...

The Southern Railway System is going to do its best to find room on its trains for every man in the service who can go home on a holiday furlough some time between Dec. 12th and Jan. 12th.

It won't be an easy job. Because of the war, Uncle Sam has said that no extra trains or sections can be operated for civilian travel. That means we'll have to do the best we can with what we've got.

But we *will* do the job—if you will help:—

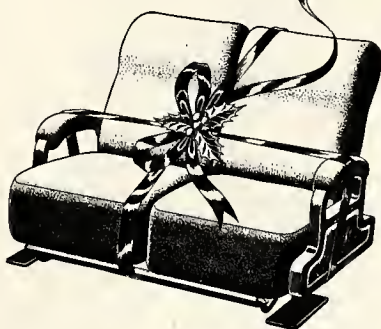
MAKE THIS YOUR STAY-AT-HOME CHRISTMAS. MONDIE BOY IN UNIFORM CAN BE AT-HOME CHRISTMAS.



SOUTHERN RAILWAY SYSTEM



GIVE A MAN IN THE SERVICE THIS CHRISTMAS GIFT!



BECAUSE of the war, Uncle Sam has asked the railroads not to run extra trains or sections for civilian travel during the coming holiday season.

With hundreds of thousands of service men traveling to their homes on holiday leave... and with more thousands of parents, relatives and sweethearts visiting the boys in camp... there just won't be seats enough to go around unless a lot of people

give up their customary holiday travel.

So... if you want to give some man in the service a really worth while "gift" this Christmas, do this...

SPEND YOUR HOLIDAYS AT HOME... AND GIVE YOUR TRAIN SEAT TO A BOY IN UNIFORM.

That's a small "gift" after all... but it will mean so much this year.

SOUTHERN RAILWAY SYSTEM



"Thanks folks..."



SURE our soldiers and sailors will say "Thanks, folks" if you and your family stick close to home this holiday season!

You see, all of us are putting the job of winning the war ahead of everything else.

So we'll have to get along without extra trains or sections for civilian travel this year, even during the holidays.

Yet hundreds of thousands of service men will want to travel home during the holiday season. In addition, the parents and relatives and sweethearts

of men who can't get home will be traveling by train to visit their boys in camp.

The Southern will do its best to handle this tremendous transportation load on top of all its other heavy war-time jobs. But we can do it much better if we can have your help!

That's why we are making this request...

DURING THE HOLIDAYS, DON'T TRAVEL BY TRAIN UNLESS YOU HAVE TO.

We know what you'll do. That's why we now say "Thanks, folks"... in advance.

SOUTHERN RAILWAY SYSTEM



THIS IS WAR!

Under difficult wartime conditions, we're doing the very best we can to provide transportation for millions of men in uniform and for a great volume of essential civilian travel.

It's a big, tough job. And it's getting bigger and tougher. So —

Unless you conscientiously believe that your trip is necessary, please postpone all personal or pleasure travel, because —

WAR NEEDS COME FIRST!

SOUTHERN
RAILWAY  **SYSTEM**

"I never thought the time would come!"

I never thought the time would come when it would be appropriate for me to say:

"Please don't ride on a Southern Railway train this summer—unless you conscientiously believe that your trip is necessary."

But that time has come...an inescapable by-product of our Nation's fight for Victory!

You see, the Southern serves the South—and the South is serving the Nation as the location of many important war industries going at top speed and more than half of all the larger training camps and military establishments in the country.

This means simply that our passenger facilities this summer will undoubtedly be strained to the limit.

Many of our passenger cars and locomotives will be assigned to troop movements.

Our regular trains and our stations are bound to be literally jammed with men and women in uniform, traveling under orders and on furlough, and civilians traveling in connection with war work.

We're going to do our level best to handle this heavy load, including those civilians who conscientiously believe that they must travel.

But, until our trains and stations are no longer over-crowded by essential travel, we hope that you will patriotically forego all unnecessary travel over our lines.

I never thought the time would come...but it's here...and I know that we can rely on your cooperation and understanding.

Ernest E. Harnett
President

SOUTHERN
RAILWAY  **SYSTEM**



Can You?

When trains are late....
When cars are crowded....
When dining car service isn't up to par....
When train travel isn't as pleasant as it used to be?

Will You?

When you realize that we are doing our best to handle millions of men and women in uniform and more millions of civilians traveling on essential missions?

Thank You!

SOUTHERN
RAILWAY  **SYSTEM**

